



radiopublicserviceannouncements

2006 Recovery Month Live-Read Radio Scripts

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When you're addicted to drugs or alcohol, sometimes the littlest things in life are hardest to bear. But there's hope. You can get treatment and celebrate life's little things again...

Recovery can give you back your life...

So you can give back to your community this September during **National Alcohol and Drug Addiction Recovery Month**. Together, we can build stronger, healthier communities.

For drug and alcohol information and treatment referral for you or someone you know, call 1-800-662-HELP [or replace this number with a local treatment provider's].

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If you're addicted to drugs or alcohol, treatment and recovery can help you celebrate life's little things again... And give back during **National Alcohol and Drug Addiction Recovery Month**...

For drug and alcohol information and treatment referral for you or someone you know, call 1-800-662-HELP [or replace this number with a local treatment provider's].

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Lost in the maze of drug and alcohol addiction?
There is a way out. You can find direction...treatment...support...

This September, celebrate **National Alcohol and Drug Addiction Recovery Month**. Find yourself, and your life. Your direction home, so we can build stronger, healthier communities.

For drug and alcohol information and treatment referral for you or someone you know, call 1-800-662-HELP [or replace this number with a local treatment provider's].

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Promoting *Recovery Month* With These Public Service Announcements (PSAs)

Radio is an important avenue for you in promoting ***National Alcohol and Drug Addiction Recovery Month's (Recovery Month's)*** 17th annual observance in September. Radio public service announcements (PSAs) can provide essential information about ***Recovery Month***, substance use disorders, treatment, and recovery. A toll-free number is typically provided so people can find out more about treatment services, as supported by this year's theme—***“Join the Voices for Recovery: Build a Stronger, Healthier Community.”***

Prepare...

Two 30-second and two 15-second radio PSA scripts are provided at the beginning of this document. They contain the toll-free national helpline, 1-800-662-HELP, a resource managed by the Substance Abuse and Mental Health Services Administration (SAMHSA) of the U.S. Department of Health and Human Services. ***Feel free to use your state, county, or community's own toll-free number in place of the national hotline, should one exist.*** To find local contact information, contact the Single-State Agency (SSA) in your state, which is listed in the “Resources” section of this planning toolkit. If you provide a local hotline in your PSA, please advise those operating the call center in advance so they can prepare for a potential increase in calls.

Pre-produced radio and television public service announcements are also available to order and customize for local use by contacting SAMHSA's National Clearinghouse for Alcohol and Drug Information at 800-729-6686 or by mail at P.O. Box 2345, Rockville, MD 20847.

Distribute...

To distribute the live-read radio scripts, call local radio stations to find out the name and address of the public affairs director or the person responsible for public service advertising. Once you get a name, title, and contact information, call to explain that you are working with a federal campaign to promote ***National Alcohol and Drug Addiction Recovery Month*** on behalf of the U.S. Department of Health and Human Services and would like to secure the support of local radio stations to promote treatment and recovery in your area. Cite data, if possible, to elevate the importance of the issue in your community. You can find local statistics through your local Single-State Agency (SSA) by using the SSA Directory provided in the “Resources” section of this planning toolkit. Another good source of state-related information is the ***2004 National Survey on Drug Use and Health: National Findings***, available through SAMHSA's Web site at www.oas.samhsa.gov/nsduh.htm.

After speaking to the public affairs director or appropriate PSA contact, fax, mail, or e-mail copies of the PSA scripts for their consideration. When you send the scripts, include your name, organization, title, and phone number. You should also include a cover letter that summarizes your previous conversation and expresses your appreciation for the airtime these messages will receive. This is a great way to raise awareness for ***Recovery Month*** in your community.